

# Recycling Lines

Electronic Newsletter

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DEQ's Community Involvement Initiative: The Department of Environmental Quality is dedicated to helping the public better understand DEQ's role in protecting the environment, and to involving the public more effectively in environmental decision making.

**Welcome to Recycling Lines.** If you have suggestions on future topics for the newsletter, please send the information to Steve Coe at [steve.coe@deq.virginia.gov](mailto:steve.coe@deq.virginia.gov). We welcome news submittals from the public and local governments.

## National Strategy for Electronics Stewardship

**July 20, 2011:** At a news conference in Austin, Texas, the U.S. EPA Administrator, Lisa P. Jackson, signed a voluntary commitment with representatives from Dell Inc., Sprint and Sony Electronics to promote a U.S. based electronics recycling market. The agreement seeks to encourage the growth of certified recycling venues, to protect public health, and to support best practices in electronics stewardship.

The responsible management of electronics provides an opportunity to create economic development and jobs by developing a strong domestic electronics recycling market while preventing pollution at home and abroad. Under the agreement, the federal government will:

- promote the development of more efficient and sustainable electronic products;
- direct federal agencies to buy, use, reuse and recycle their electronics responsibly;
- support recycling options and systems for American consumers; and
- strengthen America's role in the international electronics stewardship arena.

Under the strategy, GSA will remove products that do not comply with comprehensive and robust energy efficiency or environmental performance standards from its information technology purchase contracts used by federal agencies, and will ensure that all electronics used by the Federal government are reused or recycled properly. In addition, EPA and GSA will promote development of new environmental performance standards for categories of electronic products not covered by current standards. Several federal agencies will work together to identify methods for tracking used electronics in Federal agencies to move toward reuse and recycling.

A key component of this strategy includes the use of certified recyclers, increasing safe and effective management and handling of used electronics in the United States, and working with industry in a collaborative manner to achieve that goal. The plan is to encourage businesses and consumers to recycle their electronics with certified recyclers, and for U.S. electronic recyclers to become certified.

## Did You Know?

- The U.S. Postal Service reduced its waste to landfills and recycled 222,000 tons of material in 2010.
- The Environmental Research and Education Foundation received \$93,000 in funding from the North Carolina BioFuels Center to study the potential for using municipal solid waste as a feedstock for biofuel production.
- The Environmental Paper Network is out with a new pulp and paper sustainability report that shows annual landfill deposits for paper are down significantly since 2005. Using EPA figures, the report indicates that 26 million tons of paper were placed in landfills last year compared with 42 million tons in 2005.
- Carpooling and ride-sharing options reduce greenhouse gases and fuel consumption.

## Recycling Quick Notes

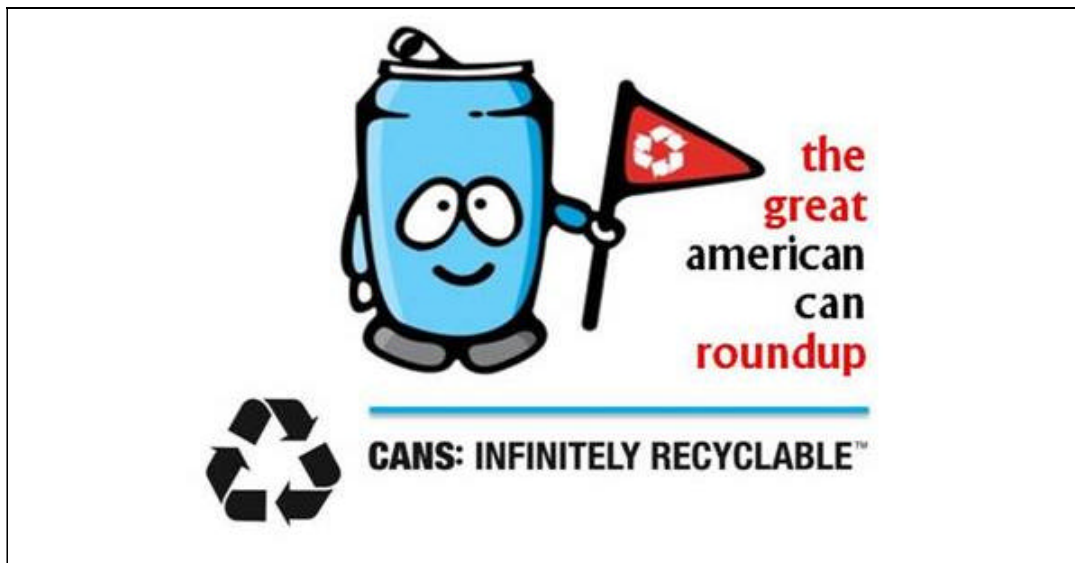
| When we recycle:           | Energy Saved is equivalent to: | Green House Gas emissions reduced: |
|----------------------------|--------------------------------|------------------------------------|
| 1 car                      | 502 gallons of gas             | 8,811 pounds                       |
| 1 refrigerator             | 36 gallons of gas              | 566 pounds                         |
| 1 computer with monitor    | 27 gallons of gas              | 404 pounds                         |
| 1 washing Machine          | 24 gallons of gas              | 397 pounds                         |
| 4 tires                    | 18 gallons of gas              | 323 pounds                         |
| 1 television               | 8 gallons of gas               | 81 pounds                          |
| 10 pounds of Aluminum cans | 7 gallons of gas               | 16 pounds                          |
| 10 pounds of Cardboard     | 2 gallons of gas               | 40 pounds                          |

# School Aluminum Can Recycling Challenge

## Come Register, Recycle and Win with Al the Can

Al the Can extends an invitation to your school to earn money, recycle and party. Registration is now open at [www.cancentral.com](http://www.cancentral.com). During our inaugural event, schools recycled over 2.3 million cans, raising more than \$34,000 in Great American Can Roundup School Challenge. Expedition Academy in Green River, Wyoming not only was number one recycling school in the state, but continues to celebrate as the national winner. We encourage you to challenge your school to see how many beverage cans they can recycle per student between America Recycles Day (November 15) and Earth Day (April 22), 2011. It's an extraordinary opportunity for schools to show their true green spirit and environmental leadership by stepping up to the Great American Can Roundup School Recycling Challenge.

The Can Manufacturers Institute, the national trade association of can manufacturers and their suppliers, is giving away a \$1,000 per state to the top per capita school and an additional \$5,000 to the top recycling school for a total of \$56,000. Your school could win up to \$6,000, plus the value of the cans and the chance to win \$50 pizza cards. Put your school in contention by going to [www.cancentral.com/RoundUp](http://www.cancentral.com/RoundUp) and register by December 15 to be eligible for the School Recycling Challenge. There you will find everything needed to build recycling enthusiasm and rally the community for the win. At [www.cancentral.com/RoundUp](http://www.cancentral.com/RoundUp) you will be able to compare your schools' recycling progress. Environmental educators will also appreciate grade appropriate, free interdisciplinary curricula and worksheets for the classroom to continue the discussion of the positive impact on the environment through aluminum can recycling. We look forward to seeing your schools on the Great American Can Roundup School Challenge leader board. Please contact Jenny Day at 202/232-4677, or by email [jday@cancentral.com](mailto:jday@cancentral.com) with any questions or ways we can help.



## Ford Gets Green

Ford Motor Co. is using recycled tires, carpet and blue jeans in an effort to reduce the environmental footprint of its new vehicles. According to an Environmental News Service (ENS) report, the Dearborn, Mich.-based car maker and supplier Recycled Polymeric Materials (RPM) have found a way to give discarded tires new life as environmentally-friendly seals and gaskets for Ford vehicles. The vehicle gaskets and seals are derived from 25% post-consumer particulate from recycled tires and 17% bio-renewable content from soy. In total, Ford reports that more than 2.2 million pounds of rubber from recycled tires has been made into RPM seals and gaskets and more than 210,000 used tires have been recycled. Some 150,000 pounds of soy has been used to create seal and gasket materials.

Ford's "reduce, reuse and recycle" commitment is part of the company's broader global sustainability strategy to reduce its environmental footprint while accelerating the development of advanced, fuel-efficient vehicle technologies. The company has undertaken the use of recycled plastics and bio-based materials provided the materials are environmentally favorable and meet Ford's durability and performance requirements.

It has used soy foam seat cushions, wheat straw-filled plastic, recycled resins for underbody systems, recycled yarns on seat covers, post-consumer cotton from blue jeans made into interior padding and natural-fiber plastic for interior components. Last year Ford reported that its use of Wellman's nylon resin EcoLon saved more than 4.1 million pounds of carpet from landfills and reduced oil consumption by more than 10,238 barrels of oil.

On some models, Ford is using cylinder head covers manufactured by Dana Holding Corp. that are made of a nylon resin from Wellman Engineering Resins from 100-percent recycled carpet, according to the ENS report. The cylinder head covers are used on the 3.0-liter Duratec engine in Ford Fusion and Escape. They can also be found on the 5.0-liter engine, which powers Ford's Mustang and F-150 models.

Ford estimates about 85% of the materials used on its vehicles by weight are recyclable, and 95% of all vehicles retired from use each year are processed for recycling.

## Recycling Web Links of Interest

- 1) <http://www.hort.vt.edu/vagardenersrecycle/index.html> (Virginia-wide plant nursery container recycling link)
- 2) [www.wtvr.com/green](http://www.wtvr.com/green) (Sheila Barnett of DEQ speaks to Green Alternative Recipes for Household Cleaning)
- 3) [http://www.isri.org/iMIS15\\_Prod/ISRI/About/Scrap\\_Recycling\\_Industry/ISRI/About/Scrap\\_Recycling\\_Industry.aspx?hkey=1c15f9cb-6f70-4130-a053-ceba7a327c7f](http://www.isri.org/iMIS15_Prod/ISRI/About/Scrap_Recycling_Industry/ISRI/About/Scrap_Recycling_Industry.aspx?hkey=1c15f9cb-6f70-4130-a053-ceba7a327c7f) (ISRI Recycling Fact Sheets)

## Recycling Fact Sheets from ISRI

The Institute of Scrap Recycling Industries, Inc. has released a series of fact sheets that offer an easily accessible resource for policy makers, the media and the public on the environmental and economic benefits of scrap recycling.

The [fact sheets](#) provide information on the business of recycling various scrap metal, tires, plastics, e-scrap and fiber. The information included covers the recovery rates, energy saving and other environmental benefits of recycling each material, the size of each industry and more. They also include information on doing outreach with children, the history of recycling and organizations involved in the industry.

For instance, ISRI's e-scrap statistics say the electronics recycling industry contributes more than \$5 billion to the U.S. economy and employs approximately 30,000 workers. In 2010, domestic processors handled between three and four million tons of end-of-life electronics, according to the trade body.

## CARE Issues Annual Carpet Recycling Report

Carpet America Recovery Effort (CARE) members diverted 338 million pounds of carpet from the landfill in 2010, an increase of 9 percent over 2009. Of the carpet diverted, more than 271 million pounds was recycled back into carpet and other consumer products. In addition, in 2010 CARE members achieved the new benchmark of two billion pounds of carpet diverted from the landfill since CARE was founded in 2002.

For more information on the CARE programs, visit <http://www.carpetrecovery.org>.

## Calendar of Events

**September 14-16:** Conference, Southwest Virginia Solid Waste Management Association, Roanoke Sheraton Hotel and Conference Center.

**September 27-29:** Recycling Workshops, Southeast Recycling Development Council (SERDC), 3 sites in Virginia.

**October 19-20:** Conference, Virginia Council for Litter Prevention & Recycling. Lynchburg Wingate Hotel.

**November 15:** America/Virginia Recycles Day.

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